CONTRACT



WOWT 3501 Farnam St. Omaha, NE 68131 WOWT NBC OMAHA Sales T & C: www.gray.tv/advertising (402) 346-6666

	Contract / Revision		Alt Order #
	2547562 /		
Advertiser		Or	iginal Date / Revision
Herbster for Governor			05/05/22 / 05/06/22
Contract Dates	Estimate #	•	
05/06/22 - 05/10/22	506510		
Product	•		
Omaha			

And:

Smart Media Group PO Box 26067 Alexandria, VA 22313

Billing Cale	endar	Cash/Trade
Broadcast		Cash
Account E	<u>xecutive</u>	Sales Office
Mary Beth	Keating	Omaha National
lling		
<u> </u>		
Order Type	<u>e</u>	
NORMAL		
Advertiser	Code	Product 1/2
	Advertiser	Ref
	596463	
	Broadcast Account E Mary Beth ling Order Type NORMAL	Account Executive Mary Beth Keating ling Order Type NORMAL Advertiser Code Advertiser

	Start/End	Spots/				
*Line Ch Start Date End Date Description	Time	Days Length Week	Rate	Type Sp	ots	Amount
N 1 WOWT05/06/22 05/10/22 Today Show II	9a-10a	:30		NM	7	\$700.00
Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22F 2	Rate					
1100K. 00/02/22 00/00/22 1	\$100.00 Start/End Time	Weekdays Length	Rate	Type		
Spot Ch Date Range Description 5 WOWT 05/02/22-05/08/22 Today Show II	9a-10a	Weekdays Length	\$100.00	<u>Type</u> NM		
Credited	9a-10a	.30	\$100.00	IVIVI		
Week: 05/09/22 05/15/22 MT 6	\$100.00					
N 2 WOWT05/06/22 05/10/22 Today w/ Hoda & Jenna	Today w/ Hoda &	J :30		NM	7	\$420.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 05/02/22	\$60.00			Į.		
Week: 05/09/22 05/15/22 MT 6	\$60.00					
N 3 WOWT05/06/22 05/10/22 Midday News	11a-12p	:30		NM	10	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 F 2	<u>Rate</u> \$100.00					
Week: 05/09/22 05/15/22 MT 8	\$100.00			ł		
N 4 WOWT05/06/22 05/10/22 Days of Our Lives	12p-1p	:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate	.30		INIVI	U	\$0.00
Week: 05/02/22	\$75.00			ı		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
1 WOWT 05/02/22-05/08/22 Days of Our Lives	12p-1p	F :30	\$75.00	NM		
Credited						
Week: 05/09/22 05/15/22 M 1	\$75.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
2 WOWT 05/09/22-05/15/22 Days of Our Lives	12p-1p	M :30	\$75.00	NM		
Credited					_	
N 5 WOWT05/06/22 05/10/22 M-F 1p-2p	1p-2p	:30		NM	3	\$120.00
Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22F 1	<u>Rate</u> \$40.00					
Week: 05/09/22 05/15/22 M 2	\$40.00			ł		
N 6 WOWT05/06/22 05/10/22 M-F 1p-2p	1p-2p	:30		NM	3	\$120.00
Start Date End Date Weekdays Spots/Week	Rate				-	÷ 3 - 3 - 3
Week: 05/02/22 05/08/22F 1	\$40.00			I		
Week: 05/09/22 05/15/22 M 2	\$40.00					
N 7 WOWT05/06/22 05/10/22 M-F 2-230p	2-230p	:30		NM	3	\$150.00



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Contract / Revision	Alt Order #
2547562 /	

Advertiser Original Date / Revision **Herbster for Governor** 05/05/22 / 05/06/22

Contract Dates Product Estimate # Omaha 506510 05/06/22 - 05/10/22

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Sp	oots	Amount
Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 F 1 Week: 05/09/22 05/15/22 M 2	<u>Rate</u> \$50.00 \$50.00				
N 8 WOWT05/06/22 05/10/22 M-F 230-3p Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22F 1 Week: 05/09/22 05/15/22 M 2	230-3p <u>Rate</u> \$60.00 \$60.00	:30	NM	3	\$180.00
N 9 WOWT05/06/22 05/10/22 M-F 3p-4p Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 F 2 Week: 05/09/22 05/15/22 M 4	258p-4p <u>Rate</u> \$70.00 \$70.00	:30	NM	6	\$420.00
N 10 WOWT05/06/22 05/10/22 Daybreak @ 430a Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 F 1 Week: 05/09/22 05/15/22 MT 4	430a-5a <u>Rate</u> \$25.00 \$25.00	:30	NM	5	\$125.00
N 11 WOWT05/06/22 05/10/22 Morning News Show Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 F 1 Week: 05/09/22 05/15/22 MT 8	5a-6a <u>Rate</u> \$80.00 \$80.00	:30	NM	9	\$720.00
N 12 WOWT05/06/22 05/10/22 Morning News Show Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 F 2 Week: 05/09/22 05/15/22 MT 8	6a-7a <u>Rate</u> \$250.00 \$250.00	:30	NM	10	\$2,500.00
N 13 WOWT05/06/22 05/10/22 Today Show <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/02/22 05/08/22F 2 Week: 05/09/22 05/15/22 MT 8	7a-9a <u>Rate</u> \$275.00 \$275.00	:30	NM	10	\$2,750.00
N 14 WOWT05/06/22 05/07/22 Weekend News Sa Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 S- 3	7-8a <u>Rate</u> \$100.00	:30	NM	3	\$300.00
N 15 WOWT05/06/22 05/07/22 Sa Today <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/02/22 05/08/22S- 2	8a-10a <u>Rate</u> \$150.00	:30	NM	0	\$0.00
Spot Ch Date Range Description 1 WOWT 05/02/22-05/08/22 Sa Today Credited	Start/End Time 8a-10a	Weekdays Length RateSa :30 \$150.00	<u>Type</u> NM		
2 WOWT 05/02/22-05/08/22 Sa Today Credited	8a-10a	Sa :30 \$150.00	NM		
N 16 WOWT05/06/22 05/08/22 Weekend News Su Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 S 3	658a-8a <u>Rate</u> \$100.00	:30	NM	3	\$300.00
N 17 WOWT05/06/22 05/08/22 Su Today Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22S 1 Spot Ch Date Range Description 1 WOWT 05/02/22-05/08/22 Su Today Credited	8a-9a <u>Rate</u> \$150.00 <u>Start/End Time</u> 8a-9a	:30 <u>Weekdays Length Rate</u> St :30 \$150.00	NM <u>Type</u> <i>NM</i>	0	\$0.00
N 18 WOWT05/06/22 05/08/22 Meet The Press Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 S 1 Spot Ch Date Range Description 1 WOWT 05/02/22-05/08/22 Meet The Press Credited	857a-10a <u>Rate</u> \$225.00 <u>Start/End Time</u> 857a-10a	:30 <u>Weekdays Length Rate</u> St :30 \$225.00	NM <u>Type</u> <i>NM</i>	0	\$0.00



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Contract / Revision	Alt Order #
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Advertiser Original Date / Revision **Herbster for Governor** 05/05/22 / 05/06/22

Contract Dates Product Estimate # Omaha 506510 05/06/22 - 05/10/22

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Ra	te Type S	Spote	Amount
N 19 WOWT05/06/22 05/09/22 M-F News @ 4p	358p-5p	:30	NM NM	6	\$1,050.00
Start Date End Date Weekdays Spots/Week	Rate				, ,
Week: 05/02/22 05/08/22F 3 Week: 05/09/22 05/15/22 M 3	\$175.00 \$175.00				
N 20 WOWT05/06/22 05/09/22 News @ 5p M-F	457p-530p	:30	NM	8	\$2,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				 ,
Week: 05/02/22 05/08/22F 4 Week: 05/09/22 05/15/22 M 4	\$300.00 \$300.00				
N 21 WOWT05/06/22 05/09/22 News @ 630p M-F	630p-7p	:30	NM	8	\$2,400.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14.00	Ü	Ψ2,400.00
Week: 05/02/22 05/08/22F 4 Week: 05/09/22 05/15/22 M 4	\$300.00 \$300.00				
Week: 05/09/22 05/15/22 M 4 N 22 WOWT05/08/22 05/08/22 News @ 5p Su	459p-530p	:30	NM	2	\$500.00
Start Date	Rate	.50	NIVI	2	ψ300.00
Week: 05/02/22 05/08/22S 2	\$250.00				
N 23 WOWT05/06/22 05/09/22 The Tonight Show Start Date End Date Weekdays Spots/Week	1035p-1136p Rate	:30	NM	4	\$600.00
Week: 05/02/22	\$150.00				
Week: 05/09/22 05/15/22 M 3	\$150.00				
N 24 WOWT05/06/22 05/10/22 Late Night w/ Seth Meyers	1136p-1237a	:30	NM	3	\$150.00
Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 F 1	<u>Rate</u> \$50.00				
Week: 05/09/22 05/15/22 M 2	\$50.00				
N 25 WOWT05/06/22 05/08/22 Saturday Night Live	1030p-12a	:30	NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/02/22 05/08/22S- 2	<u>Rate</u> \$200.00				
N 26 WOWT05/06/22 05/09/22 News @ 10p M-F	10p-1035p	:30	NM	6	\$2,250.00
Start Date	Rate				
Week: 05/02/22 05/08/22F 3 Week: 05/09/22 05/15/22 M 3	\$375.00 \$375.00				
N 27 WOWT05/06/22 05/08/22 News @ 10p Sa	10p-1035p	:30	NM	3	\$1,050.00
Start Date	<u>Rate</u>	.00		· ·	4 1,000.00
Week: 05/02/22 05/08/22S- 3	\$350.00				
N 28 WOWT05/06/22 05/08/22 News @ 10p Su Start Date End Date Weekdays Spots/Week	10p-11p Rate	:30	NM	3	\$750.00
Week: 05/02/22	\$250.00				
N 29 WOWT05/06/22 05/10/22 Weekday Jeopardy	6p-630p	:30	NM	6	\$1,950.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/02/22 05/08/22F 3	<u>Rate</u> \$325.00				
Week: 05/09/22 05/15/22 M 3	\$325.00				
N 30 WOWT05/09/22 05/10/22 Monday Prime 2 Hour	657p-9p/8p-10p	:30	NM	3	\$1,350.00
Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 M 3	<u>Rate</u> \$450.00				
N 31 WOWT05/09/22 05/10/22 Monday Prime Hr 3	9p-10p	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00		_	ψ1,000.00
Week: 05/09/22	\$500.00				
N 32 WOWT05/06/22 05/06/22 Friday Prime Hr 1 Start Date End Date Weekdays Spots/Week	657p-8p Rate	:30	NM	2	\$800.00
Week: 05/02/22 05/08/22 F 2	\$400.00				
N 33 WOWT05/06/22 05/06/22 Friday Prime 2 Hour	657p-9p/8p-10p	:30	NM	2	\$700.00
Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 F 2	<u>Rate</u> \$350.00				
	4000.00		•		



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Contract / Revision	Alt Order #
2547562 /	

Herbster for Governor	05/05/22 / 05/06/22					
<u>Advertiser</u>	Original Date / Revision					

Contract Dates <u>Product</u> Estimate # Omaha 05/06/22 - 05/10/22 506510

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Sp	ots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
N 34 WOWT05/07/22 05/07/22 Saturday Prime Hr 1 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/02/22 05/08/22S- 3	658p-8p <u>Rate</u> \$300.00	:30	NM	3	\$900.00
N 35 WOWT05/07/22 05/07/22 Saturday Prime Hr 3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/02/22 05/08/22S- 2	9p-10p <u>Rate</u> \$300.00	:30	NM	2	\$600.00
N 36 WOWT05/06/22 05/07/22 Kentucky Derby Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 S- 1	4:00 PM-6:30 PM <u>Rate</u> \$900.00	:30	NM	1	\$900.00
N 37 WOWT05/06/22 05/08/22 Sunday Prime 2 Hour A Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 S 3	6p-8p/7p-9p <u>Rate</u> \$300.00	:30	NM	3	\$900.00
N 38 WOWT05/06/22 05/08/22 Sunday Prime 2 Hour B Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 S 3	8p-10p <u>Rate</u> \$300.00	:30	NM	3	\$900.00
N 39 WOWT05/06/22 05/08/22 Kentucky Derby <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/02/22 05/08/22S- 1	4:00 PM-6:30 PM <u>Rate</u> \$1,800.00	:30	NM	1	\$1,800.00
N 40 WOWT05/06/22 05/08/22 Kentucky Derby Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 S- 3	1:30 PM-3:00 PM <u>Rate</u> \$250.00	:30	NM	2	\$500.00
Spot Ch Date Range Description 1 WOWT 05/02/22-05/08/22 Kentucky Derby Credited	Start/End Time 1:30 PM-3:00 PM	Weekdays Length RateSa :30 \$250.00	<u>Type</u> NM		
N 41 WOWT05/06/22 05/08/22 Kentucky Derby Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 S- 2	3:00 PM-4:00 PM <u>Rate</u> \$450.00	:30	NM	2	\$900.00
N 42 WOWT05/06/22 05/09/22 NBC Nightly News Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 F 1 Week: 05/09/22 05/15/22 M 1	530p-6p <u>Rate</u> \$2,800.00 \$2,800.00	:30	NM	2	\$5,600.00
N 43 WOWT05/08/22 05/08/22 NBC Nightly News Su Start Date End Date Weekdays Spots/Week Week: 05/02/22 05/08/22 S 1	530p-6p <u>Rate</u> \$2,000.00	:30	NM	1	\$2,000.00
N 44 WOWT05/09/22 05/10/22 Morning News Show Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 MT 2	6a-7a <u>Rate</u> \$250.00	:30	NM	2	\$500.00
N 45 WOWT05/09/22 05/10/22 Today Show Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 MT 4	7a-9a <u>Rate</u> \$275.00	:30	NM	4	\$1,100.00
N 46 WOWT05/09/22 05/09/22 M-F News @ 4p Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 M 1	358p-5p <u>Rate</u> \$175.00	:30	NM	1	\$175.00
N 47 WOWT05/09/22 05/09/22 Midday News Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 M 1	11a-12p <u>Rate</u> \$100.00	:30	NM	1	\$100.00
N 48 WOWT05/09/22 05/09/22 10p News Repeat Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 M 2	1237x-115x <u>Rate</u> \$25.00	:30	NM	2	\$50.00
N 49 WOWT05/09/22 05/09/22 M-F News @ 4p	358p-5p	:30	NM	1	\$175.00

Contract Agreement Between: Print Date 05/06/22 Page 5 of 5



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Contract / Revision	on Alt Order #
2547562 /	
	•
	Original Date / Revision

Advertiser **Herbster for Governor** 05/05/22 / 05/06/22

Contract Dates Product Estimate # 05/06/22 - 05/10/22 Omaha 506510

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	е Туре	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 M 1	<u>Rate</u> \$175.00				
N 50 WOWT05/09/22 05/09/22 Monday Prime 2 Hour Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 M 1	657p-9p/8p-10p <u>Rate</u> \$450.00	:30	NM	1	\$450.00
N 51 WOWT05/09/22 05/09/22 News @ 10p M-F Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 M 1	10p-1035p <u>Rate</u> \$375.00	:30	NM	1	\$375.00
N 52 WOWT05/09/22 05/09/22 The Tonight Show Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 M 1	1035p-1136p <u>Rate</u> \$150.00	:30	NM	1	\$150.00
		Totals		176	\$45,230.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/25/22 -05/10/22	176	\$45,230.00	(\$6,784.50)	\$38,445.50
Totals	176	\$45,230.00	(\$6,784.50)	\$38,445.50

Signature:	Date:	